Course Description

**MKT372 – Strategy Consulting for Marketers**

MKT372, “Strategy Consulting for Marketers”, is a hands-on introduction to the science and art of management consulting with a focus on the application of marketing principles. Through discussion of consulting concepts, several assignments, and especially by executing an actual consulting engagement with a client company, successful students will gain a solid understanding of management consulting principles.

The majority of this class will consist of student teams executing an actual consulting project. These projects are extremely realistic opportunities for student teams to plan and execute a complete consulting engagement. Via a bid process, students will be assigned to one of five or six teams, and each team will execute a consulting engagement with a local company (i.e. the “client”). Each team will work with their client to understand their problem, create a work plan and proposal, execute market research, conduct analysis and modeling, and structure their recommendations into a final report and presentation. Generally, teams will meet with their client at least monthly and with their instructor weekly to review progress and receive guidance for their project.

There will be several interim deliverables during the project. During the last two weeks of class, student teams will present their final recommendations to the client as well as present an executive summary of their project to the class.